

## Positive Alternatives 2016 - 17 Quarterly Update

**Grantee (Name and city):** New Beginnings Family Services, Red Wing (DBA First Choice Clinic)

**Contact:** Mandy M. Fleming

**Phone and Email:** 651.267.4357 and mandyflemingfcc@gmail.com

**Goal:** To provide necessary services and referrals to pregnant and parenting women of Goodhue county and surrounding rural areas.

**For the period/quarter:** October – December 2016

<b>Activity or Service</b>	<b>Activity or Service Description</b> Major Work Plan Activities	<b>Work Plan Count</b>	<b>Program Progress and Accomplishments</b> Report the progress and accomplishments made this period on each activity.	<b>Report Count</b>
<b>Administrative Activities</b>	Provide guidance to grant staff. Attend required grant meetings. Hire new Client Advocate.		Provided guidance to grant staff and worked to streamline various processes, such as reports, timekeeping and our evaluation plan. Our site visit with the grant manager was extremely helpful and I gained a much better understanding of why certain things are to be done a certain way. One of my biggest undertakings this quarter was combining our previous timekeeping system, where we track PTO and other HR information, with the template provided by MDH, which broke down time by work area. We started using the new system and it seems to be working well. Our new client advocate who was hired last quarter seems to be settling in well. I conducted her 90 post start date review in late December. I was most impressed by her response when I asked what excites her most about her job, she said, "the mix... the mix of clients and their circumstances." This is so true to the clientele we serve, though they all have one thing in common, pregnant or parenting, their circumstances, motivation, and personalities are all vastly different.	

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<b>Outreach</b>	Community promotion of Positive Alternative programming Produce a series of social media ads in efforts to increase our capacity.		We have connected with our local Hispanic Outreach organization and hope to work with them more directly in efforts to communicate and promote our program and services available. This has been made more applicable with the expansion of our EWYL program and now having Spanish Curriculum. Learning what social media networks will help us best connect to this audience will be part of what we solicit from the Hispanic outreach organization.	
<b>Car Seat Program</b>	Provide car seat education and car seat installation guidelines.	1	Provided car seat education and car seat installation guidelines to fewer clients than initially anticipated. The education and information was well received by the client. The client has one dependent in addition to the child she is pregnant with. She commented on how under informed she was with her first pregnancy and was thankful to feel more confident this time around.	3
<b>Crib Distribution/ Sleep Safety Education</b>	Provide education on sleep safety and instruction on properly using cribs safely.	10	Provided education on sleep safety and instruction on properly using cribs safely. Several clients already had safe sleeping arrangements and were not in need of a crib or pack n' play. The clients who were in need of a crib/ pack n' play, expressed a high level of gratitude for receiving one through our partnership with Cradles of Hope. Some alarming comments were made by clients regarding current sleep arrangements, which gave our client advocates prime opportunities to educate and discuss safer options.	10
<b>Life-Skills Education Program</b>	Provide education on Financial planning and money management, meal planning securing safe housing, and establishing healthy relationships.	16	Provided education on various life-skills education. The request for education on money management was higher than the previous quarter. Most of our clients are living at or below the poverty level and there is a great need for them to understand how debt works and learn skills in managing their finances more efficiently.	10

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<b>Nutrition</b>	Provide education on early prenatal care, use of folic acid, good nutrition, exercise, etc.	12	Provided education on early prenatal care, use of folic acid and good nutrition and exercise. In addition to educating our clients, we were able to distribute prenatal vitamins to 9 of our EWYL clients this quarter. Our vitamins are provided to us by the non-profit organization, Vitamin Angels.	8
<b>Parenting Education</b>	Provide education on infant care, discipline, happy baby, child care resources, etc	28	Provided education on various aspects of infant care. Our clients expressed a greater sense of self-efficacy after having spent several sessions working through curriculum that focused on infant care. Several of our clients had concerns with developmental milestones, what to be watching for in regards to developmental delay and how to work with governmental agencies that support families in this nature.	10
<b>Pregnancy Education</b>	Provide education on childbirth education, smoking cessation, reducing/ eliminating alcohol and drug use.	32	Provided education on various aspects of pregnancy. There was a noticeable difference between clients who were in their first pregnancy compared to those who have had previous pregnancies. Clients in their first pregnancy had more comments and questions within each session compared to those who have had previous pregnancies. We have also had several opportunities to educate on and support those clients who are currently dependent on nicotine. They have all shown the desire to break that dependency and are open to the educational material we have available.	8
<b>Provide Necessary Services to all clients</b>	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	16	Provided clients with information, referrals and assistance with securing pregnancy support services. We found clients 24 years of age and younger we not aware of how to apply for and utilize state funded health insurance and other benefits. Clients 25 years of age and older seemed more interested in community based programs.	15

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<b>Provide Necessary Services Assessments Only</b>	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	4	Provided clients with information, referrals and assistance with securing pregnancy support services. We had several clients who needed a confirmed pregnancy test to apply for MA and a few who requested prenatal vitamins, but didn't wish to enroll in our Earn While You Learn program.	0

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	0
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	1
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	12
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	14
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	2
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	8

**Challenges:**

The greatest challenge we experienced this quarter was kicking off the evaluation project and fully understanding how to best conduct our project. The site visit was very helpful and provided much needed clarity on the objective and how to best conduct our project. Creating the forms, ensuring all client advocates understood the process, the forms and benefits to be given to the clients, as part of this process. We have all been pleased with how the evaluation process has been going thus far.

I have met some resistance in working with other local nonprofit organizations who serve the same clientele. My goal is to ensure they are fully aware we have added Spanish curriculum to our pregnancy and parenting program, have more incentives to award to our clients and have expanded our staff and returned to our normal hours of operation. As a fellow director, I know how much work it takes to lead a NP organization, but their lack of interest or availability to meet has been a setback. I will say, several organizations have been very receptive and supportive, which is reflected in our increased client visits over all.

The current staff, self-included, are still trying to figure out how to best record and manage aspects included in the grant. This includes time keeping, managing the reports and invoices, etc.

**Comments:**

It has been exciting seeing new clients at various stages of their pregnancies, hearing their concerns and helping to meet their needs. We have had an increase in walk in appointments, but with the increase in our staff, we have been able to accommodate most clients, most days, or schedule them as needed. With transportation being an issue for many of our clients, I think at some point it will be important for us to consider assisting with bus passes. I think another area we will need to explore is either finding a volunteer or hiring someone on a contract to assist with translating materials to Spanish.